FusioNBot PLATINUM ℠

- ■ Rapid, relevant search results

- ■ Improves overall site 'stickiness' and customer retention

- ■ Increases revenue potential through targeted advertising

- ■ Positions site as 'THE' resource for finding pertinent information

- ■ Seamless search results through easily configured custom search templates

- ■ Cost-effective pricing packages based on a query volume and index size

- ■ Remotely hosted for guaranteed performance and uptime

- ■ Built upon a custom, highly scalable search architecture

- ■ Easy to configure & manage via browser-based toolset

- ■ Key competitive differentiator

Power your vortal with the Web's premier custom vertical search solution!

As the Web continues its exponential growth, search and navigation are becoming more important and less satisfying every day. Audience segmentation is the natural response to this data overload. Vertical portals (vortals) now deliver targeted content, commerce, and community to every imaginable demographic and community of interest on the Web.

Why hasn't search followed along this same path?

Why provide a horizontal search solution, search that attempts to be all things to all people, to a vertically oriented audience? The end results are statistics like the following:

➤ 71 percent of Internet users say they get frustrated when searching.
➤ 86 percent of users think searching could be made more efficient.

What if there was a search solution that could deliver rapid, relevant search results without all the clutter?

What if there was an effective mechanism to cost effectively evaluate and categorize content for inclusion in a custom vertical search solution?

Enter the LOGIKA content categorization process, part of the FusionBot Platinum Package.

Capitalizing on a host of innovative search and retrieval systems developed in-house, we have assembled a unique and innovative process for building topic-specific vertical search solutions.

Parameters set by our customer during the initial product development phase are feed into our custom developed parsing algorithms for evaluation against the contents of a web site and its domain.

Those sites that make the initial cut via this automated method are then served up through our custom browser-based interface for human content verification. This final step helps to ensure the integrity of the content to be included in a particular engine.

This innovative process allows us to quickly and cost effectively build vertical search solutions that deliver on the needs of a particular vortal's audience.

The end result is a search solution that helps users find what they are looking for, without the need to sift through thousands of irrelevant links returned by traditional horizontal search engines, or missing potentially millions of pages not listed in a typical directory service.

To inquire about offering a custom vertical search solution from within your site, and to see specific examples of our solution in action, please visit us at http://vertical-search.fusionbot.com.

FusionBot Platinum - Making the Internet Relevant.